

PHILIP MORRIS U.S.A.  
INTER-OFFICE CORRESPONDENCE  
100 Park Avenue, New York, N.Y. 10017

To: Mr. R. A. Fitzmaurice

Date: June 20, 1977

From: R. W. Gumz

Subject: PARLIAMENT EXTRA SPENDING TESTS

In order to make the extra spending test markets more comparable to the Ultra Lights markets, I am proposing the following activities to supplement our currently planned programs in Denver and Dallas:

- 1) Display Brand One position during the Fifth Sales Period and Display Brand Two and Three, respectively, in the first and second parts of the Sixth Sales Period.
- 2) Sampling of 25 20's per salesman per day for the first four weeks of the test.
- 3) I would like to supplement normal display materials allowed for in the extra spending markets with jumbo packs, window banners, and easel counter cards.

Additionally, I would like to plan on conducting manned store sales on four Fridays during July and August in both sets of test markets.

*Dick.*

/rs

cc: Mr. A. J. Bissmeyer

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